



WJLA
1100 Wilson Blvd. 8th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 195534

Schedule Dates 09/12/12-09/18/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1086)
Brand Sobhani for Senate 9/6 - 9/10 (71424)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazelton, Steve
Phone/Fax /
CPE Sobhani/US Senate/9/12 - 9/18
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/10/12
Last Modified 09/17/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,217.50
Net Total \$86,232.50
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 66
Rate \$101,450.00
\$101,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A				1	1	1			3	\$250.00	\$750.00	WJLA Arlington (WJLA)		9/10/12
2.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @5A				1	1	1			3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)		9/10/12
3.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			3	\$600.00	\$1,800.00	WJLA Arlington (WJLA)		9/10/12
4.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$600.00	\$1,800.00	WJLA Arlington (WJLA)		9/10/12
5.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	3P- ANDERSON COOPER SHOW				1	1	1			3	\$400.00	\$1,200.00	WJLA Arlington (WJLA)		9/10/12
6.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		9/10/12
7.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/10/12
8.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	6:58P- WHEEL OF FORTUNE				1	1	1			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/10/12
8.0.1	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Spot *	
9.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	7:27P- JEOPARDY				1					1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/10/12

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10.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	7:27P- JEOPARDY				1		1			2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		9/10/12
11.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						1				\$1,400.00		WJLA Arlington (WJLA)		9/10/12
11.0.1	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Spot -	
12.0	Normal Line / SPOT	09/12/12-09/13/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/10/12
13.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	11:35P- ABC-ABC NIGHTLINE					1					\$500.00		WJLA Arlington (WJLA)		9/10/12
13.0.1	Closed Preempt	09/13/12															WJLA Arlington (WJLA)	No Avail/Exception -	
14.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1		1				\$500.00		WJLA Arlington (WJLA)		9/10/12
14.0.1	Preempt	09/12/12															WJLA Arlington (WJLA)	No Avail/Exception -	
14.0.2	Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
15.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A				1	1	1			2	\$75.00	\$150.00	WJLA Arlington (WJLA)		9/10/12
15.0.1	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Spot -	

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16.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	6:27P- 6:30P (EST)									3	\$3,500.00	\$10,500.00	WJLA Arlington (WJLA)		9/10/12
17.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	6:27P- 6:30P (EST)		1	1						2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		9/10/12
18.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/10/12
19.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	5P- NEWS-SUNDAY ABC 7 NEWS @ 5P								1	1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/10/12
20.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1			\$175.00		WJLA Arlington (WJLA)		9/10/12
20.0.1	Preempt	09/15/12															WJLA Arlington (WJLA)	No Avail/Exception -	
21.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	7:29P- JEOPARDY WEEKEND							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/10/12
22.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$450.00	\$450.00	WJLA Arlington (WJLA)		9/10/12
23.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1		\$180.00		WJLA Arlington (WJLA)		9/10/12
23.0.1	Preempt	09/16/12															WJLA Arlington (WJLA)	No Avail/Exception -	
24.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1		\$600.00		WJLA Arlington (WJLA)		9/10/12

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24.0.1	Preempt	09/16/12															WJLA Arlington (WJLA)	No Avail/Exception -	9/11/12
25.0	Normal Line / COLLEGE FOOTBALL	09/15/12-09/15/12	3	:30	11:58A- SPORTS-ABC COLLEGE FOOTBALL DOUBLEHEADER							2		2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		9/11/12
26.0	Normal Line / COLLEGE FOOTBALL	09/15/12-09/15/12	4	:30	7:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$2,500.00		WJLA Arlington (WJLA)		9/11/12
26.0.1	Preempt	09/15/12															WJLA Arlington (WJLA)	No Avail/Exception -	9/13/12
27.0	M/G For 11.0.1 / SPOT	09/14/12-09/14/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P						1			1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/13/12
28.0	M/G For 8.0.1 / SPOT	09/14/12-09/14/12	3	:30	6:58P- WHEEL OF FORTUNE						1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/13/12
29.0	M/G For 13.0.1 / SPOT	09/14/12-09/14/12	3	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/13/12
30.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P			1						1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/14/12
31.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P									1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/14/12

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32.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	11:35P-ABC-ABC NIGHTLINE	1		1						1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/14/12
33.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	11:35P-ABC-ABC NIGHTLINE	1		1						1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/14/12
34.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	4:58A-NEWS-GOOD MORNING WASHINGTON @5A	2		2						2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/17/12
35.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	6A-NEWS-GOOD MORNING WASHINGTON @6A	2		2						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/17/12
36.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA	2		2						2	\$1,300.00	\$2,600.00	WJLA Arlington (WJLA)		9/17/12
37.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	11:59A-NEWS-ABC 7 NEWS @ NOON	2		2						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		9/17/12
38.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	3:01P-ANDERSON COOPER SHOW	2		2						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/17/12
39.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P	1		1						1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/17/12
40.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	5:59P-NEWS-ABC 7 NEWS @ 6P	1		1						1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/17/12

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41.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/17/12
42.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	7:27P- JEOPARDY	1	1							1	\$4,400.00	\$4,400.00	WJLA Arlington (WJLA)		9/17/12
43.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	2	2								\$75.00		WJLA Arlington (WJLA)		9/17/12
43.0.1	Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
43.0.2	Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
44.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1							1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/17/12
45.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/17/12
46.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/17/12
47.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	7:27P- JEOPARDY	1	1							1	\$4,400.00	\$4,400.00	WJLA Arlington (WJLA)		9/17/12

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